

PROMOTION EXECUTION CLEARANCE REQUEST

Brand: Cambridge Buy One Get One Free/Bounceback  
Brand Manager: Arun Sinha / David Ball  
Date Issued: 12/14/92 Region: 1, 2, 3, 4, 5  
Date Due: 12/18/92

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Program Objective:

- Encourage trial among competitive smokers
- Generate incremental volume
- Maintain/gain distribution in convenience pack outlets
- Reward current franchise
- Gain visibility in c-stores

Program Description: Cambridge will execute a buy-one-get-one-free two-pack sleeve promotion. The packs will be inserted into the sleeves at PreCon. A bounceback offer will be inserted between the two packs. The bounceback will tie-in with the carton promotion also running in July.

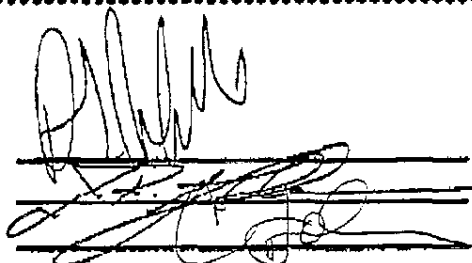
Geography: National  
Trade Class Target: Pack Outlets  
Trimester & Month: T-2/July

Region Allocation:	Region	Deals	<u>40 Deal/80 Pack</u> Shipper Displays
	1	470,867	11,772
	2	724,791	18,121
	3	673,618	16,841
	4	599,974	14,999
	5	<u>436,451</u>	<u>10,912</u>
	Total	2,905,701	72,643

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CLEARANCE

R. Mikulay  
Region Vice President  
C. Johnson



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